DOCUMENT RESUME

ED 299 646 CS 506 437

AUTHOR Portnoy, Enid J.; Stobbe, Barbara
TITLE An Examination of the Perceptions of Older Females in Relation to Dress and Cosmetic Use.
PUB DATE Nov 88
NOTE 34p.; Paper presented at the Annual Meeting of the Speech Communication Association (74th, New Orleans, LA, November 3-6, 1988).
PUB TYPE Speeches/Conference Papers (150) -- Reports - Research/Technical (143) -- Tests/Evaluation Instruments (160)

EDRS PRICE MF01/PC02 Plus Postage.
DESCRIPTORS Attitude Measures; Clothing; College Students; Communication Research; *Females; Higher Education; *Older Adults; *Physical Attractiveness; Questionnaires; *Self Concept
IDENTIFIERS Color Preferences; Cosmetics

ABSTRACT

To examine older women's appearance self-perceptions, a study surveyed two groups of older and younger subjects. The control group consisted of 93 female undergraduate students at a state university in West Virginia. The test group consisted of 85 non-institutionalized females aged 55 to 93, from senior centers, craft groups, church groups, and area shopping malls in Morgantown, West Virginia. Subjects completed a 32-item attitude measurement questionnaire with a variety of question types concerning demographic information, cosmetic use and perceptions of importance, color preferences, and clothing style satisfaction. A pilot study was conducted to test the questionnaire design and specific wording of each question. Results indicated that older women were generally satisfied with their physical appearance. Subjects seemed to have a wide discrepancy between their perceived age and their chronological age. Related to this discrepancy was their expressed preference to have certain body features changed and others masked. Responses suggested that cosmetics were important to older women but a limited amount of application and items were preferred. Older women selected hair as their best current feature and figure as their best feature in their younger days. Finally, older women preferred the color blue, followed by pink, with red chosen only by younger subjects. (Ten tables of data are included, and a sample questionnaire and 72 references are appended.) (MM)

****
* Reproductions supplied by EDRS are the best that can be made *
* from the original document. *
****

ED299646

AN EXAMINATION OF THE PERCEPTIONS OF OLDER FEMALES IN RELATION TO DRESS AND COSMETIC USE

DR. ENID J. PORTNOY
West Virginia University
Communication Studies Department
Morgantown, West Virginia 26506

Ms. Barbara Stobbe
West Virginia University
Ball State University

Paper presented at the annual Convention
SPEECH COMMUNICATION ASSOCIATION OF AMERICA
Commission on Aging
November 2-6, 1988
New Orleans, LA.

"PERMISSION TO REPRODUCE THIS MATERIAL HAS BEEN GRANTED BY
Enid Portnoy

TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)."

U.S. DEPARTMENT OF EDUCATION
Office of Educational Research and Improvement
EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)

☐ This document has been reproduced as received from the person or organization originating it.
☐ Minor changes have been made to improve reproduction quality.

• Points of view or opinions stated in this document do not necessarily represent official OERI position or policy.

BEST COPY AVAILABLE

CS506437

INTRODUCTION

"In that mysterious dimension where body meets the soul the stereotype is born and has her being.....To her, belongs all that is beautiful, even the very word itself. All that exists, exists only to burnish her skin and gild her hair; the wind blows only to whip up the color in her cheeks; the sea strives to bathe her; flowers die gladly so that her skin may lubricate in their essence. She is the crown of creation, the masterpiece..." (Mahowald, 1978). This is the myth that Madison Avenue would have us believe about women in our culture. Unfortunately this romantic notion does not seem to include the older woman, who is viewed with disdain and skepticism in today's society. (Melamed, 1983; Sontag,1972).

Since the 1960's, researchers have been intrigued with questions concerning the importance of attractiveness in the later stages of a woman's life. Although most studies suggest a strong association between physical appearance and attraction perceptions for younger subjects, little attention has been devoted to older women's perceptions of attractiveness.

The influence of attractiveness perceptions do not diminish with age. A large number of research studies have documented the importance of physical attractiveness in various contexts. Physically attractive people are generally perceived as happier, more successful, and popular (Berscheid and Walster 1974, Walster et al, 1966), as well as kind, interesting, sociable, and outgoing (Dion, Berscheid and Walster, 1972). In addition, Berscheid, Walster and Bohrstedt (1973) indicate that women are less satisfied with their bodies than men are.

Attractiveness has also been used as a predictor of satisfaction in later years (Johnson, 1985). A women's self-esteem seems related to her feeling pretty and thin. Unfortunately, few older women are considered as attractive as they were in their younger days (Melamed, 1983). They must constantly readjust to the changing self image which aging creates, in themselves and for others. To be satisfied with one's body, according to Secord and Jourard (1953) is to display positive feelings about the self. Beck (1974) reported that women change their self-images more than men do in order to get closer to their feelings or their actual abilities. "Most find from their internal point of view, an intuitive sense of sameness about themselves." This finding reflects the Continuity Theory of Aging in which the personality becomes more elaborated and consistent with behavior which was displayed during the middle-age years.

Individuals who see themselves as younger display greater satisfaction, express fewer body concerns, and have more optimistic viewpoints (Hendricks & Hendricks, 1977). In addition, feeling younger than a person's actual age often becomes a self-fulfilling phrophecy in terms of positive outlook, activity levels, and general health (Geiptil, 1969; Hendricks & Hendricks, 1977; Kastenbaum, 1972). Less than one fifth of the elderly view themselves as being older than their actual age (Hendricks & Hendricks, 1977; Wolfe, 1987).

The influence of clothing choice and color on an individual's perceived attractiveness has been reinforced in the research literature (Abramov, 1985; Compton, 1964; Fisher and Cleveland, 1958; Jackson, 1981; and Theberge and Kernaleguen, 1979). In a study conducted by Psychology Today, (1973) older women reported

greater dissatisfaction with their body image than older men did. Forty-five percent of older subjects thought physical attractiveness was "very important" for most people as compared with twenty-seven percent of the subjects under twenty-five (Berscheid, Walster and Bohrnstedt, 1973).

However older women, moreso than men, seem to regard the aging process as depriving them of their sense of well-being. Many women view age not as an asset but rather, as a liability, stealing from them the attractiveness of youth (Melamed, 1983). Society appears to use harsher standards for older women by judging them as less competent and generally less attractive than their aging male counterparts (Sontag, 1972). Bombarded by media messages proclaiming the danger of "looking your age", the older woman, if previously unsure of her identity, may begin to lower her self-esteem (Giesen, 1980).

Indeed, the question remains; to what extent does perceived attractiveness and physical appearance affect the behavior of older women in our society? Mounting evidence suggests that there is a decided societal gender bias when the issue of general physical appearance and attractiveness of the older woman is evaluated (Peterson and Miller, 1980; Sontag, 1972). A study by Berscheid, Walster and Campbell (1972) suggested that the more a woman was judged attractive in earlier photographs, the less happy and well adjusted she might become in her middle years. This result was not strongly supported; however, Kirkpatrick and Cotton (1951) suggested that if good looks were too heavily depended upon for early marital happiness, then as a couple ages, less attractive physical appearance may present significant problems in the "golden" years. This finding was tempered by Connor et al (1978) who suggested that negative reactions to an older person may not be a reaction to age as much as a reaction to the specific unattractiveness of certain elderly individuals.

Connor's research is one of few research studies that deals specifically with attractiveness and the older person (age 55 plus) (Adams & Houston, 1975; Breytspraak & George, 1979; Connor et al, 1978; Graham & Kligman, 1984; Graham & Kligman, 1985; Greco et al, 1986; Kirkpatrick & Cotton, 1951; Peterson & Miller, 1980).

Present Study

The scarcity of studies related to the elderly prompted the researchers to conduct a closer examination of how older women view their own appearance, and how their preferences are related to specific attractiveness elements. In a society which increasingly displays a preference for youth, older people are likely to become the victims of discriminatory attitudes and behaviors which may greatly influence their lives. Since most of the research on attractiveness has been associated with younger subjects, the present study used college age females as a control group to compare attractiveness and general appearance preferences of elderly (age 55 plus) females.

It is the purpose of this study to examine the older women's appearance perceptions in order to provide answers to the following questions; How satisfied are older females with their physical appearance? Do older females view themselves younger or older than their chronological age? How do older females feel about the

importance of cosmetics to their over-all physical appearance? What body parts will older females select as their "best" physical appearance features? What are the clothing color preferences of elderly women?

LITERATURE REVIEW

In our society appearance is everything. In order for a woman to be judged attractive, she is expected to improve her appearance through the use of clothing, color, and cosmetics. Each of these areas has an interesting research background which will be examined and discussed in the present study.

CLOTHING

Functions

Clothing is one dimension which humans use to signal their adaptation to the outside world. As a meaningful expression of the individual, clothing is a nonverbal communication cue which reflects a person's social adjustment (Pensiero & Adams, 1978). Throughout history, clothing has served diverse functions. One of the earliest purposes of dress for women was to express sexual subordination. Early clothing styles even managed to flatter both ends of the age spectrum, by adorning an old body in flowing drapery while revealing the grace of youth by uncovering the body (Fisher, 1977). During the seventieth and eighteenth centuries, clothing styles changed in order to specifically flatter the older woman. Hips were carefully camoufloged in ample flowing materials, and in particular, legs, (often considered a deficit for older women), were completely covered. The breasts and shoulders of older women were considered admirable features and were, therefore, completely exposed (Fisher, 1977).

Moving into the 20th century, the fashion industry almost abandoned older women's clothing needs. In the 1920's, dress creations were designed strictly for youth. The older woman was not much affected because she comprised only a small portion of the total population.

In general, clothing preferences reflect a female's interest in maintaining a public, as well as, a private image (Rosenberg, 1979). Williams and Eicher (1966) reported that popularity and liking are related to clothing choices for younger women. In their study, wearing the right clothing was considered more important than either personality or general physical appearance for college females striving for popularity.

Unfortunately many older women often appear frustrated with their inability to find suitable clothing. According to Kastenbaum (1974), the older woman's body appearance should evoke feelings of pleasure and comfort. Instead, many women feel a sense of powerlessness with respect to the availability of clothing for their individual needs.

Body Exposure

A common complaint of older women concerning clothing is body exposure. Styles developed for the youthful figure are designed to expose a generous amount of skin, however, the uneven weight distribution, wrinkles and sagging tissue that accompany aging are

not features an older woman wishes to display (Richards, 1981). Faced with their changing physical image, older women seek alternative ways to feel and look attractive. In women's obsession with image, the eyes of others become their measuring stick of attractiveness.

Elderly women have unique and identifiable clothing needs created by age-related changes in their bodies. They have a tendency to expand in the hip and waistline areas of the body. Their shoulders and bustlines droop while their legs, arms, and faces become thinner. Due to the increased weight stress carried by the spinal column, the height decreases with each year. In order tclothing for older women is often used to disguise their physical appearance, and influence their over-all visual image projected (Abramov, 1985).

Bivens (1984) reported that most retailers refused to acknowledge this female age segment. Greco's (1980) study was created to determine retailer's attitudes toward the mature woman. His findings suggest that many retailers believe the purchasing power and interest in clothing are important considerations for older female consumers. Unfortunately many older women cannot afford new styles which make their older styled clothing appear artifically obsolete (Kaiser and Chandler, 1985).

Some designers hesitate to attach a specific label of "older clothing" for this population group fearing they will avoid buying these designs. Even the government appears to be working against the older woman's body appearance. Richards (1981), and Frazier (1975) suggest that there are serious discrepancies between body measurements of elderly women and those established for women's apparel by the National Bureau of Standards. Older women are larger in all measurements, especially in the circumference of the arm-shoulder joint which is the greatest difference. An increase in weight distribution and decrease in height are other common physical changes. In addition, weight gain may accumulate at different areas of the body and at varying rates for individuals. As Kleemeier (1959) further suggests, erect posture is harder to maintain, and therefore, clothing may sag in various body areas.

These natural body changes make it more difficult for older women to purchase appropriate clothing, because clothing styles are designed primarily to fit the younger body. Although not a new situatition for women, this feature must be examined in the light of the increasing number of older women and the growth of their purchasing power (Greco et al, 1980). According to the Bureau of Census (1984), the number of older women will increase by sixteen percent by the year 2000. This population segment (estimated to be twenty-nine million in 1985) controls twenty-eight percent of all discretionary income in the United States (Bivens, 1984).

Clothing designers and manufacturers are beginning to realize that there is a profitable older market that has been overlooked, however, marketing studies appear somewhat contradictory. One study revealed that sixty-one percent of older females expressed a desire for special "elderly sized" clothing (Richards, 1981) while other market research findings suggest the aging process has created a desire for clothing styles that need not be altered by fashion changes (Kaiser & Chandler, 1985).

In another study (Smathers & Harridge, 1978) elderly subjects (median age of 72.5 years) were asked to choose between a well-fitting garment or a stylish one. The majority of elderly female subjects chose fit as being more significant for them. Subjects also responded that they experienced primary fit problems in the area of dress waist length, tightness in hip, bust, waist, and abdomen areas. These problems appear directly related to increases in trunk weight distribution. The real problem, from a business standpoint, is that profit cannot be realized if women's clothing styles remain consistent.

Bivens (1984) research suggests, though, that style is of continuing interest to the older woman. Ebeling and Rosencranz (1961) found women aged 60 and older frequently refered to fashion magazines, fashion shows, and style changes. In a mail survey of women within the same age group, Martin (1976) found that two-thirds of the 88 respondents exhibited a positive degree of fashion consciousness. Yet, despite these obvious fashion interests, older females seldom find their aging peers appearing as models for age-appropiate clothing. Consequently, older women find it difficult to identify with fashion advertisements on television, in magazines and in catalogues due to the age discrepency between young models depicted and their own aging body requirements.

Marketing strategies

Marketing strategies aimed at the older women are changing (AARP, 1987). Market analysts are rushing to enter the mature woman's purchasing world. Although some firms are suggesting a direct approach to making older women appear more youthful, others have taken the opposite stance. They suggest older consumers' values and preferences are not different for those of younger consumers (AARP, 1987). Echoing this sentiment, Tressa Drury, advertising standards director for AARP, stated :"Nobody...sees herself privately as an older person. They just see themselves as people." Judith Langan, group manager for public relations/sales promotion for a division of the Celanese Corporation, reported the research results of mature females preferences as: "...these women do not want (clothing) lines designed specifically for women 50 plus. Rather, they want suitable alterations to current fashion lines to suit their more mature figures" (AARP, 1987, p 8-9).

Clothing Features

A number of clothing features present problems for the older female. These include fit, body exposure, and style. The most frequent complaints concerning clothing fit are difficulties in putting on, fastening, and removing the item. Other areas of concern were excessive shoulder width, sleeve, as well as, skirt length. The older woman often "makes do" by wearing the ill-fitting garments designed for a younger body shape or she makes extensive alterations on the clothing purchased (Richards, 1981).

Of special concern to older women are clothing styles which are physically uncomfortable to wear. The styles preferred by older women include one-piece dresses with jackets, front closure clothing, waistless dresses, and items with three-quarter length sleeves (Kaiser and Chandler, 1984-5). In Smathers and Harridge's study (1978-79), seventy-one percent of the elderly female subjects had the most difficulty with back closures. Sixty-one percent

preferred their garments to have a front closure. The most popular sleeve preferrred was three-quarter length.

Summary

According to published reports and research findings, designers, retailers, and government clothing standards appear to have generally disregarded the clothing needs of the mature woman. In the future, however, the swelling number of older female consumers may focus our attention on their specific clothing needs and preferences.

COLOR

Research indicates that color can have varied psychological and physiological effects upon humans. Color analysis and its influence in marketing, advertising, and in the office environment has renewed the public's interest in this nonverbal element. In a 1988 study (Hilliker and Rogers) of whether store personnel used color analysis to assist customers in making clothing selections, forty-two percent of specialty stores and fifty-three percent of department store staff answered affirmatively. These findings suggest that color analysis will continue to be important in the future as it is at present.

The writings of Suzanne Caygill (1945) were among the first to call attention to color analysis as an effective way to help individuals develop a sense of well-being. Caygill's color analysis theory was associated with a spiritual awakening related to the four seasons of the year. Nearly twenty years later, Taylor (1962) suggested that we react positively to colors we like and negatively to those we dislike. "Cool" colors generally produce a calming effect and when preferred, seem to reflect a subtle or introverted personality. The opposite colors, called "warm", produce personality perceptions of aggressiveness, heightened activity and extroversion (Taylor, 1962). Cheskin's (1954) study had also suggested that an individual's color preferences helped construct an individual's personality profile. As early as 1933, Walton, Guilford & Guilford had presented the idea that one color was preferred by each sex over all others, and the color choice is different for men and women. Men generally prefer the cool colors while women prefer warm colors, prefering yellow to orange, and (because they are generally more emotional than men) they prefer red to blue. Later, Mahannah (1975) indicated that warm colors have always been considered bold and advancing whereas cool colors have been perceived as quiet and receeding. In his study, pictures of one model, dressed in different colored wigs and clothing, were evaluated. When Dubler and Gurel's (1985) study required students and older women to answer questionnaires evaluating their mood, clothing, and appearance, their findings suggested that for depressed women, clothing color may contribute to a rise in morale. This is the same theme Margret Walch, associate director of the Color Association of America, echoed in her statement: "Colors are considered an antidote to the hardships of life."

Another theory proposed that each color produces an electrical brain pattern. Color rather than being a matter of preference is viewed as developmental and genetic (Sharpe, 1981). Accordingly, people who love <u>all</u> colors have not crystallized their personality,

and those who prefer one color to the exclusion of all others are thought to be over-structured personalities. Individuals who claim they have no color favorites are just afraid they will give themselves away (Sharpe, 1981).

Compton's (1962) well-known study with college females found that students preferring deeper, saturated colors were thought to be outgoing and scored higher on sociability than those preferring the other color tints. Chongaurian's (1969) study using international students including Americans, found that by age 5, American children show a decided preference for red. This female color preference has been found in several other studies as well (Sharpe, 1981).In addition, in terms of personality types, introverts seemed to prefer cooler colors while extroverts prefered warmer colors. These findings were reinforced by Molloy (1977) whose research on professional clothing found that people who were involved in sociable careeers preferred women who wore deeper, saturated hues. Less socially-oriented professionals preferred women dressed in muted colors.

Color Analysis

Color consultants and researchers are not the only professionals involved in color analysis and its effects on women. In 1986, twenty million women used the color analysis process (Color Me Rich, 1986). In addition, several different color analysis systems have developed and are used by both professionals and the public. The popularity of the book Color Me Beautiful (1981) is an important indication of the current continuing interest in color and its effects.

According to Abramov (1985) six similiar features are reflected in each color system. Three of the six features selected are directly related to the present study: One: individuals have a natural preference for colors that enhance their facial coloring, and that look good when placed close to their faces. Two: color preferences and personality are related. Three: the lives of individuals improve if they wear specific colors. All three statements will be examined in light of the responses in this study.

Color and age

Bjerstadt (1960) wanted to determine what influence age had on color preference among subjects in preparatory schools through the university. Findings suggest that younger students preferred warm colors and the older subjects preferred the cool colors. Red, yellow, and orange (warm colors) were associated with heightened activity, aggression and excitement whereas blue and green (cool colors) were associated with calm, security, and peace. Black, brown and grey were associated with negative feelings of sadness and depression. In contrast, yellow suggests gaiety and fun, whereas purple suggests dignity and formality (Sharpe, 1981).

Color preferences appear to remain stable over relatively long periods of time (Sharpe, 1981). The more secure person tends to prefer colors ranging from neutral to cool colors (blue, green & grey) and the less secure person tends to prefer warm, bright (red, yellow) colors. Women appear to prefer black more than men do for decoration and for clothing choices (Sharpe, 1981).

Color studies do reveal a noted discrepancy between the amount

of time required to percieve different colors. Warm colors are perceived in a shorter period of time than colors in the cool range (Smets, 1969). The element of color brightness may prove to be an important variable in color reactions of older individuals. The general slowing down of body responses in the elderly, including information processing may encourage older people to feel more comfortable with the accuracy afforded by a longer time length for perceiving cool colors. Therefore, preference for cooler over warmer colors might reflect this sensory influence of physical timing changes in the slower brain functioning of an older person.

Gilbert (1957) and Chapanis (1950) both found that age creates a steady decline in color discrimination. The difficulty with distinguishing between blue and green is directly related to yellowing of the eye lens. In spite of this age-related consequence, older females also seem to be more adept than older men at differentiating between red and shades of green (Gilbert, 1957). One of the few studies using older people (aged sixty-five to eighty-nine) indicated that generally they preferred bright primary, secondary, and tertiary colors over the muted pastel colors (Sharpe, 1981). Primary colors increase the feeling of security and stimulation necessary for this segment of our population (Sharpe, 1981).Perhaps these preferences reflect the fact that colors are perceived as a substitute for the more unattractive reality of aging.

The present study will examine the expressed color preferences of mature women in the clothing they receive as gifts, the clothing they wear, and specific colors they prefer. Their responses will be compared with a control group of college-age females.

COSMETICS

For some women, losing physical attractiveness often triggers deep, irrational feelings of losing self-esteem and the positive support of valued others (Hafie & Sprecher, 1986; Mathes & Kahn, 1975; Melamed, 1983; Thiberge & Kernaleguen, 1979). Cosmetic appearance may be one of the most highly visible nonverbal attractiveness cues by which women are evaluated. The entire beauty industry is based on and promotes the principle that the use of cosmetics is one way older women can create a more attractive image package for herself and society (Cash, Rissi & Chapman, 1985; Melamed, 1983). Every year American women spend over eight million dollars ($8,000,000.) on cosmetics. For every dollar spent only $.08 is spent on the actual product; the remaining $.92 is spent on a "dream" (Melamed, 1983).

Although few attractiveness studies have been devoted solely to cosmetics and the mature woman, increasing attention appears to be directed towards this topic (Graham & Jouhar, 1981; Graham & Kligman, 1985). Richard Kastenbaum, a gerontological author, has suggested that skin care by the elderly would increase their social and self acceptance. This is the same suggestion which Graham and Jouhar (1980) make in their extensive review of cosmetics and physical attractiveness studies. The following statement from the magazine, 50 Plus reinforces this theme: "Older people have to learn that, especially now, we all live longer and continue to go out into the business world at the age of 60 or 70...We have to learn to take care of our skin".

Results of a study by Graham & Jouhar (1981) which manipulated facial cosmetic use found the presence of make-up resulted in a stonger attribution of femininity and attractiveness in younger women (aged 27 and 41). Cash and Cash (1982) also found women feel a greater sense of self-confidence and sociability which they associate with the use of cosmetics. In their study, cosmetic use was related to lower levels of social anxiety and higher facial satisfaction. Earlier studies by Cross and Cross (1971) and Iliffe (1960) suggested that highly consistent judgements of facial prettiness in women exist, and such judgements do not differ by age

Societal standards of attractiveness have consistently included the use of cosmetics. It has been suggested throughout the literature that self-esteem may be enhanced through cosmetic use (Graham & Jouhar, 1980; Mathes & Kahn, 1978; Walster, 1965). Graham and Jouhar's (1980) review of trends in cosmetic use suggested more emphasis on eye make-up and lip color, rather than on skin color foundations or cheek color for the older woman. People regard a woman's face as a gauge of her attractiveness. Older studies (Hamid, 1972; Mills & Aronson, 1965; Sigall & Aronson, 1969) which manipulated cosmetics to assess the effects of attraction and personality ratings. Elderly subjects were not employed in these earlier studies.

In an appearance study conducted by Psychology Today, (1973) the majority of respondents stated they were not uniformly satisfied with their facial appearance. Thiberge and Kernaleguen's (1979) research also found that twenty percent of their female subjects felt "incomplete" and "uncomfortable" without make-up. This supported McLueghlin's (1972) previous results suggesting that females generally feel vulnerable without facial decoration. In addition, studies suggest that high levels of body dissatisfaction or weight-related problems may lead to expanded use of cosmetics in order to decrease negative self-images (Cash, Ressi & Chapman, 1985).

Summary

A review of the research literature on cosmetics as an nonverbal attractiveness cue appear to heighten the discrepencies between the use and perferences of young and old subjects (Graham and Jouhar, 1980). Although the literature suggests that a woman's attractiveness is directly related to her use of cosmetics, few studies, however, have used older women (55 plus) as research subjects. Graham and Klingman (1985), indicated that elderly women improved their self image, socializing attitude, and outlook after cosmetic make-overs. Additionally, greater affect was found in unattractive women than was found in the attractive women. Graham and Klingman propose that cosmetics, as a form of improving appearance for the elderly, might help to decrease social discrimination against this age group, and therefore, increase their social standing.

With this in mind, the present study was designed to examine the cosmetic practices and preferences of older (55 plus) females, in comparison with college-age females, in order to discover how imporant cosmetics is to their overall physical appearance

METHODOLOGY

Subjects

Two groups of older and younger subjects participated in this research project. The control group consisted of one hundred female undergraduate students enrolled in academic classes within the College of Arts and Sciences and the Business College at a state University in West Virginia. All data for the control group were collected in class sizes which ranged from twenty-five to forty students. They represented a diversity of academic disciplines, and were all under the age of twenty-one. The test group consisted of one hundred non-institutionalized females over the age of fifty-five. The ages of this group ranged from fifty-five to ninety-three. The test group data were gathered at senior centers, craft groups, church groups, and area shopping malls in the greater Morgantown, West Virginia area.

The actual number of subjects used for the analyses was ninety-three in the control group (under 21) and eighty-five females over the age of fifty-five for the test group.

Procedures

Potential subjects were presented an opportunity to participate in a physical appearance perception survey. Participants were given identical, clear verbal instructions including a guarantee of anonymity, a questionnaire, and a color chart.

Subjects were asked to complete the questionnaire as completely as possible and notify one of the examiners if they required assistance. The respondents were also informed there were no incorrect answers. Some subjects requested, due to visual problems, the questionnaire be administered verbally. In those cases an examiner read aloud each question to the subject and recorded the responses using the subject's exact words.

Measures

The instrument developed in the study was a questionnaire containing thirty-two attitude measurement questions. A variety of question types including 5-point Likert scale (balanced and forced-choice), open-ended, rank order, dichotomous, and multiple choice were used to gather the data. The mix of question types was planned to insure each question format was appropriate for the information sought. Four categories of information was gathered through the use of the questionnaire; general demographic information, cosmetic use and perceptions of importance, color preferences, and clothing style satisfaction. Participants were given a color chart to be used for color evaluation. The color charts were constructed from white pasteboard, contained five color swatches of material and measured 7" x 7". The five colors were medium blue, fuschia, purple, navy blue, and medium green.

Pilot study

A pilot study was conducted to test the questionnaire design and specific wording of each question. A sample of fifty females aged from fifty-five to eighty-three were contacted through a local senior center. Each subject completed a sample questionaaire. Results were evaluated for possible question revision or clarification.

Minor revisions were made to the original questionnaire design. The print size was enlarged, white space between questions was increased, and question length was shortened.

Three questions were reconstructed based on the pilot study results. The answer format of quetion number 2, "What age do you recall beginning to use cosmetics?", was changed from open ended to forced choice. Subjects were given a set of age groupings from which to choose. Studies indicate this age group produced improved response rates to recognition tasks rather than to those of straight recall. Question number 6, which asked "Which group/groups influenced your use of cosmetics (positive or negative)?" was changed to eliminate the positive/negative element. In question number 24, subjects were asked to indicate color preference based on a ten swatch color chart. Only colors which received favorable responses were retained for the study, this reduced the color selection to five.

The remaining questions were examined for clarity of wording, then rearranged into a more comprehensive flow pattern. Six more questions were incorporated into the questionnaire to gather additional measures of perception. It was also determined a wider variety of subjects would be included for a more representative sample.

Pilot Study Results

Results suggest the majority (66%) of the older female were "satisfied" with their current physical appearance. In terms of age satisfaction, 96% of the respondents reported their "inner age" to be younger than their actual age while only 4% responded they felt older than their chronological age.

In terms of preferred clothing colors, subjects selected (in order of preference) blue (39%), red (23%), and pink (21%). Seventy-five percent of the subjects were dissatisfied with colors of clothing selected for them by others. The predominant clothing clors chosen for the older subjects as gift items in this study were navy, green, black, light blue, and brown. These colors are in accordance with the stereotypical view of older women as preferring darker, saturated, and lifeless colors. There was a reported discrepancy between the colors the older females expressed a desire to receive as clothing gifts and colors of clothing they themselves selected to wear.

When subjects were asked to compare their physical appearance when younger with their current physical features, hair (35%) and figure (32%) were chosen as the most important physical attributesduring youth. In contrast, facial appearance (30%) and hair (32%) were selected as the two most important current physical appearance attributes. It is suggested the subjects' choices mirror the normal physical changes which are associated with the aging female body.

In response to the questions about the perceived importance of cosmetics as an aid to attractiveness, eighty-one percent of the subjects stated cosmetics were either "very important" or "important", thirteen percent expressed "no opinion" while six percent viewed cosmetics as "unimportant".

The overwhelming majority of subjects (97%) reported they currently used cosmetics. Sixty-three (63%) of the subjects reported using cosmetics "always" and twenty-eight (28%) reported "occasional" use. Preferred cosmetic items include lipstick, blush, foundation, powder, and eye makeup.

RESULTS

The purpose of this study was to examine the older women's appearance perceptions in order to answer the following questions; How satisfied are older females with their physical appearance. Do older females view themselves as younger or older than their chronological age? How do older females feel about the importance of cosmetics to their over-all physical appearance? What will females select as their best physical appearance features? What are the clothing color preferences of older women?

Age

Women participating in the study were placed in two age groups, the control group, ages 21 and younger and the test group, aged 55 to 93. When asked their "inner age" 21% of the control group responded with age 18, 8% said age 16, and a large percentage (73%) did not respond to the question. Seventy-five percent reported this age to be younger than their actual age. The test group reported their inner agees to be 50 (31%) and 60 (15%), 88% reported this "inner age" was younger than their actual age.

Attractiveness perceptions

When asked about their present physical appearance, 66% of the older women responded they were "satisfied" with their appearance at their present age, 12% were "not concerned", 11% were "very satisfied" while another 11% were "dissatisfied". Only 1% were "very dissatisfied" with their appearance. Table 1 compares levels of satisfaction between both groups.

TABLE 1
SATISFACTION WITH PRESENT APPEARANCE

MEASUREMENT SCALE	AGE GROUPS	
	Control Group	Older Women
Very Satisfied	04%	11%
Satisfied	68%	66%
Not Concerned	5%	12%
Dissatisfied	21%	11%
Very Dissatisfied	1%	1%

Older females were asked to select their best physical feature when they were younger in one question and then to select their best physical feature at their present age in another question. Table 2 represents their answers as comparted to the control group.

TABLE 2
COMPARISONS OF PHYSICAL FEATURE (WHEN YOUNGER vs PRESENT AGE)

	WHEN YOUNGER		PRESENT AGE	
MEASUREMENT SCALE	Control Group	Older Females	Control Group	Older Females
Face	31%	31%	44%	18%
Hair	33%	33%	32%	58%
Figure	30%	64%	13%	17%
Other	3%	2%	3%	7%

Older females were asked "What statement best reflects how you feel about your attractiveness?", 49% reported feeling "average", 39% felt "attractive", 8% felt "very attractive", and 4% felt unattractive. None of the older females reported feeling "very unattractive". A comparison of the control group is shown in table 3.

TABLE 3
APPERANCE PERCEPTIONS

MEASUREMENT SCALE	AGE GROUPS	
	Control Group	Older Females
Very Attractive	3%	8%
Attractive	43%	39%
Average	52%	49%
Unattractive	3%	4%
Very Unattractive	0%	0%

Responses to "What, in your opinion, makes a woman attractive?", are presented in table 4.

TABLE 4
WHAT MAKES A WOMAN ATTRACTIVE

MEASUREMENT SCALE	AGE GROUPS	
	Control Group	Older Females
Body appearance	74%	71%
Cosmetics	31%	31%
Clothing	35%	42%
Clothing Color	19%	18%

Table 5 represents the most important attractiveness features for both groups.

TABLE 5
ATTRACTIVE FEATURES FOR OLDER WOMEN

MEASUREMENT SCALE	AGE GROUP	
	Control Group	Older Females
Hair & Face	68%	77%
Figure	13%	20%
Cosmetics	1%	13%
Clothing	13%	38%

In an open-ended format, women responded to the following question, "If you could change any physical feature you have, what would you change?" The older females responded in the following manner; 24% would change their weight, 13% their height, 11% their hair, 7% their posture and 8% would not change anything. The control group, on the other hand, responded 27% would change some facial feature, 25% their lower body, 20% overall appearance, 14% their weight, 10% their upper body, 7% their hair, and only 2% would not change anything.

The last question on appearance satisfaction required subjects to evaluate their attractiveness. Ninety-two percent of the olderfemales considered themselves attractive as compared to 89% in the control group.

Cosmetics

Eighty-nine percent of the older females presently use cosmetics compared to 99% of the control group. Their cosmetic use began at various ages for each group, 97% of the control group began using cosmetics between age 16 to 18 compared to 6% of older females. The majority of older women (76%) reported their cosmetic use began between 19 to 23 while a smaller percent (12%) began between 24 to 28. Only 1% of the older females began using cosmetics between age 29 to 33.

Women in the control group reported learning cosmetic use primarirly (35%) from their mothers, 32% taught themselves, and 18% learned techniques from a friend. The majority (59%) of the older women taught themselves, 17% were taught by a sister, and only 10% were taught by a friend. The difference between the age at which they began using cosmetics and the person who taught them is also reflected in the group or groups that influenced their their use of cosmetics. Older females reported 54% were influenced by their friends, 8% by other groups, 5% by parents, and 28% reported at least two groups influenced their decison to use cosmetics. The control group, on the other hand, were primarilly (94%) influenced by friends. Eighty-seven percent of the older females and 80% of the control group reported their families did not object to their use of cosmetics while 7% of the older females and 20% of the control group did experience objections.

Both groups (older females and control group) were asked to evaluate how important cosmetics were to a woman and an older woman. These results are displayed in table 6.

TABLE 6
MEASURE OF COSMETICS IMPORTANCE

	AGE GROUPS			
	Importance of Cosmetics to a Woman		Importance of Cosmetics to an Older Woman	
MEASUREMENT SCALE	control group	older women	control group	older women
Very Important	19%	42%	10%	31%
Important	66%	37%	49%	49%
Undecided	12%	11%	36%	8%
Unimportant	2%	8%	7%	9%
Very Unimportant	0%	2%	1%	2%

The frequency of cosmetic usage was measured with question number nine. Significant differences were noted between these two groups of women as displayed in Table 7.

TABLE 7
FREQUENCY OF COSMETIC USE

MEASUREMENT SCALE	AGE GROUPS	
	Control group	Older Women
Always	0%	49%
Occasionally	82%	28%
Special Occasions	15%	0%
Evenings Only	1%	90%
Seldom	1%	2%
Never	1%	11%

Responses from both age groups indicate women use a wide variety of cosmetics. Both groups of women, control group (66%) and older females (59%) used foundation, more women in the control group (90%) used blush than did older females (69%). The greatest difference between these two groups was reported in the use of eye make-up, with 97% of the control group reporting use and only 18% of the older females. The use of powder (70% control group, 68% older females) and lipstick (85% control group, 86% older females) represented a 2% between group difference. Twelve percent of the older females used additional cosmetic items.

Older women and the control group (respectively) divided unattractive cosmetic features into four distinct categories; too much cosmetics used overall (34%, 37%), too much eye make-up (21%, 31%), too much rouge/blush (.21%, .17%), and bright/too much/smeared lipstick (.12%, .07%).

Color preferences

Both groups of women reported receiving clothing items as gifts, 95% for older women and 98% for the control group. Older women liked the gifts they received (79%) compared to 94% for the younger group. The women selected the clothing colors they normally receive from a designated list of colors. The two groups of women were

consistent in colors they received with one exception, older women received light blue (74%) compared to the control group (48%). A representation of the colors they received is shown in table 8.

TABLE 8
CLOTHING COLORS RECEIVED

MEASUREMENT SCALE	AGE GROUPS	
Clothing Colors	Control Group	Older Women
Black	31%	25%
Light Blue	48%	74%
Dark Blue	41%	57%
Brown	12%	19%
Light Green	28%	22%
Dark Green	15%	17%

Both groups reported clothing colors they would like to receive in an open ended question. Table 9, which represents their first, second and third color preference also displays the top three colors in each classification.

TABLE 9
CLOTHING COLOR PREFERENCES TO RECEIVE

CHOICE # 1		CHOICE # 2		CHOICE # 3	
Control Group	Older Women	Control Group	Older Women	Control Group	Older Women
18% Black	44% lt.Blue	18% Red	25% White	23% Pink	11% Pink
18% Red	11% Pink	16% Blue	22% Lt.Blue	18% Peach	11% Green
16% Pink	8% White	15% Black	10% Red	13% Red	11% Tan

In a forced choice question these same women reported colors they prefer to receive as 17% red, 26% white, 37% pink, and 58% blue for older women and 35% red, 7% white, 24% pink, and 24% blue for the control group.

In results from an open ended question, older women report they prefer to wear blue (60%) and pink (34%) where as the control group chose blue for their first and second choice (66%, 31%) and red as a third choice (49%). Women were also required to make selections from a forced choice question regarding colors they prefered to wear. Older women reported 23% grey, 15% black, 29% red, and 68% blue, while the control group reported 1% grey, 29% black, 30% red, and 27% blue.

In a further attempt to clarify color preference for women, they were asked to respond to an open ended question, "If you could have any color dress for a special occasion, what color would you choose?" Older women responded, 40% blue, 15% pink, 8% white, and 7% beige. A large percentage of this population did not specifically answer the question, but responded with "the color of their dress would depend on the occasion." The control group responded with 22% black, 16% red, 12% pink, and 15% blue. No further attempts were made to determine clothing color perferences.

Next, women were asked they opinion concerning clothing designes for the older woman, these results are displayed in table 10.

TABLE 10
PERCEPTIONS OF CLOTHING DESIGN APPROPRIATENESS FOR OLDER WOMEN

	AGE GROUPS	
	Control Group	Older Women
MEASUREMENT SCALE		
Very Appropriate	14%	25%
Appropriate	64%	25%
No Opinion	12%	15%
Inappropriate	8%	30%
Very Inapprpriate	1%	5%

Clothing features women find unattractive for their age group differ only slightly. Older women find tight clothing (22%), skirt length (24%) and inappropriate styles (20%) unattractive for women in their age group. The younger women (control group) felt tight clothing (33%), skirt length (11%), and inappropriate clothing styles (27%) were also unattractive for their age cohort.

DISCUSSION

Most of the attraction studies of the last twenty years have commented upon and used younger subjects. Our society's generally negative view of older people has precluded researchers displaying much interest in the elderly as subjects for this type of research. However, a growing awareness of the rapid increase in aging population demographics has directed more attention to them.

Cash (l985) describes physical attractiveness as the person's aesthetic appeal as a visual stimulus. "Women are especially in bondage to mirrors- the real kind and the kind that are in people's eyes " (Melamed, 1983). In our society, females have been subjected to what Sontag (l972) referred to as the double standard of aging. Society expects them to maintain an attractive physical appearance but only until old age. At that time they are regarded as being deflated in contrast to the older man who is described as looking dignified.

Attraction studies emphasize the idea that the most attractive people are given the most positive attributes (success, popularity, occupational achievements, marital happiness, increased self esteem, etc.) (Berscheid and Walster, 1974; Hatfield and Sprecher, 1986). Emphasis on the female rather than the male as an attraction symbol in our society further heightens the importance for women to maintain their appearance throughout the life span. In spite of this, few studies have replicated the same findings when using older (age 55 plus) subjects , and even more infrequently have attractiveness perceptions of older women been compared with those of college age women. .Although some women perceive the aging process as a natural consequencence of life , the majority of older women in the research literature seem to view their latter years as a time of decreased attractiveness (Giesen, 1980) .

The purpose of this study was to explore the self perceptions of older women as expressed by their responses to an attractiveness questionnaire. The answers to the following questions were of primary concern: (1) How satisfied are older women with their physical appearance ? The results of their

responses seem to indicate that they are generally satisfied (see Table 1) . (2) Do older women view themselves as younger or older than their chronological age? Subjects seemed to have a wide discrepancy between their perceived age and their chronological age. Related to this discrepancy is their expressed preference to have certain body features changed and others masked. (3) How do older women feel about the importance of cosmetics to their over-all physical appearance? Responses suggest that cosmetics are important to older women but a limited amount of application and items are preferred. (4) What body parts will older women select as their "best" apearance features? Older women selected hair as their best current feature and figure as their best feature in their younger days. (5) What are the clothing color preferences of older women? Their preferred color is reported to be blue, followed by pink with red chosen only by younger subjects , and that as a first choice . A discussion of the implications of these findings follows.

Perceptions and ratings of unattractiveness for the young do not appear as socially and personally damaging as they are for older people (Adams, 1985; Palmore, 1971). Body attractiveness perceptions receive lower ratings when associated with older people,especially older females, as compared with younger females (Adams, 1977; Deutsch,Clark, and Zalenski,1973; Giesen, 1980; Sontag, 1972) .

According to a recent study (Dreher,1987) , " even the healthy elderly are generally dissatisfied with the physical self. " Therefore, self perceptions of appearance which differ from the visual reality may be one way in which older women can mask their disappointment with age-related physical changes affecting their appearance. In the present study both younger and older subjects expressed satisfaction with their appearance although a higher percentage of older women felt "average" when evaluating their physical appearance. Since a significant percentage (92%) of older subjects considered themselves attractive versus unattractive their responses do not appear as negative in support of Dreher's statement above. An overwhelming majority of older women in the pilot study and those in the larger study felt themselves to be younger than their actual age, with a mean difference of 10 years.

Their responses could be affected by an unwillingness to reveal their true feelings to researchers, or their responses could be viewed as a masking device to prevent their realistic adjustment to the chronological changes they are observing. Variables such as levels of independence, willingness and ability to participate in varied activities, and financial and educational levels might be added to this study to help determine the best predictors of age satisfaction and physical attractiveness perceptions." The means of appraising perceived age are only now beginning to receive attention ,not merely as a curiosity, but as a tool for assisting older people to maximize the opportunities of their later years " (Hendricks and Hendricks, 1977,p.296) .

In addition, research studies have associated higher self esteem and a more positive mental outlook in those older persons who look younger than their years and admit to a younger self image. The older women in this study who reported themselves to be relatively satisfied with their appearance admitted to having a much younger mental image of themselves. This might be related to their general activity level which , for the most part, seemed to place them in many interactive environments .The communication opportunities which brought them into contact with others might have lead them to believe that affiliative behavior are also a sign of perceived positive attractiveness ratings from others.

The physical feature selected by older females which generally " makes . a woman attractive " was body appearance . This was also the same answer reported for what makes a woman attractive when she is younger. At the present age of the older woman, hair was selected as the feature which makes an older woman attractive. The answers suggest that body shape has taken a back seat for older subjects when evaluating their current body appearance. The " toppings " of hair and facial makeup may serve as more attention-getting symbols , diverting others' focus from the less attractive body shape of the aging female. Clothing was reported as the second choice for what makes a woman attractive . Additionally, more of the older women in this study expressed a desire to change their weight more than any other appearance feature . This response only reinforces the view that the aging woman's figure remains a potentially unflattering self- perceived appearance cue. The

difference in responses between younger and older subjects was obvious when comparing the younger subjects' choice of facial features as the physical feature they most preferred to change rather than weight changes suggested by the older subjects.

Clothing as an attractive body covering appeared to be an important issue for both age groups. Older women seemed to report more concern regarding inappropriate styles and clothing fit , whereas more of the younger college-age women expressed primary concern only about poor fit. The responses of the olde women were echoed in Richards (l981) findings concerning poor fit and clothing designs for the older woman . A smaller percentage of older women than younger women in this study expressed liking for the color of clothing they received as gifts , with more older women receiving and preferring to receive blue than any other color. This choice appears to reinforce Bjerstadt's (l960) and Mahannah's (l975) findings that older people preferred cooler colors as associated with calm, quiet, security, and peace. These words can also be related to the general slowing-down of the body's systems which affects both physical and social activity levels of the older person. Since blue is the most frequently selected clothing color received as a gift, it is possible that the older female has been culturally programmed to expect that color; therefore, she also chooses blue and prefers that color for herself. Pink which was her second choice (although not as consistent a preference) is one that we stereotypically label as a " grandmother color " (Sharpe, 1981). A preference for red was expressed by younger subjects which has been suggested in the literature as a common color preference for younger females (Cheskin, 1954; Chongourian, 1969; Sharpe, 1981).

Although research suggests that older females object to inappropriate clothing design for themseleves and their aging peers, an equal number of older women expressed positive and negative feelings about this clothing feature. It is suggested that retaillers and advertisers will have to create more aggressive information directed either at older women or at marketing analysts to assess more accurately what olderfemales are searching for as appropriate clothing design. Contrary to popular belief, today's older woman is aware of and positively

influenced by fashion changes (Martin, 1976 ; Sharpe, 1981).

Turning from clothing color to facial color, it appears that the use of cosmetics was initiated earlier and is currently being used by a larger number of college female than by older females in this study. The greater use of cosmetics by younger women may, in part, be attributed to changing societal influences and heightened exposure to media messages. Peers are reported as influencing cosmetic use for both age groups in this study although a majority (90%) of older women used cosmetics only in the evening . The majority (82%) of younger subjects reported using cosmetics only " occasionally " without any of this younger age group reporting that they " always " used cosmetics.

The use of cosmetics may be a nonverbal way to recover a past attractiveness . However, if viewed as a cover for the natural appearance of the face, cosmetics can be regarded as a negative and unrealistic approach to aging, actually preventing the person from realistically identifying with normal age-related changes . Younger subjects appeared to use more of a variety of cosmetic items than older subjects who reported using lipstick, blush, and powder/foundation in that order of frequency. Eye makeup was the number one cosmetic item applied by younger women but was infrequently noted for its use by older women. Instead, older women selected lipstick as the most commonly used item.

The current emphasis on the " natural look " might account for the younger woman's eye makeup item preference in comparison with the traditional preference which older women expressed for lipstick . Other choices by older women of blush and foundation may indicate that rather than using a cosmetic highlighter (eye makeup) the older woman needs to use an item which will more overtly cover up the skin's appearance. When we think of aging skin, wrinkles immediately come to mind . Powder, blush and lipstick can be used to disguise aging life-lines .

Both groups were critical of cosmetic excess yet fewer older subjects chose cosmetic items for negative evaluation. This result is somewhat surprising since their responses about the importance of cosmetics for older women were much stronger than those from younger women . Perhaps the distinction in their answers as to the " very important " use for women in general , versus the " important " response for cosmetics for the older

woman seems to suggest that they view cosmetics as not as significant an attractiveness cue as clothing or color may be.

What additional suggestions can researchers offer when relating attractiveness perceptions to the older woman? Positive connections between self esteem and clothing and cosmetic use abound in the literature (Cash, Rissi, and Chapman, 1985; Graham and Jouhar, 1981; Graham and klingman, 1985) . As is the case with other kinds of information related to the older population, the " word " has not yet been effectively disseminated to them. As the population ages in this country, business, professional services, and industry will be drawing upon their resources to attract and maintain the interest and capital of the older consumer. Greater attention to the needs and desires of this age group will be a priority if society is to accommodate this large and potentially powerful population .segment.

More attention to the instruction and subtleties of clothing, color, and cosmetic choices for the older person must be paid. Many older women suffer from vision loss and decreased color discrimination. Colors in bright clothing and makeup appear dull and less sharp to the aging eye. Providing individual appearance consultants for the independent as well as the institutionalized older woman would aid in evaluating and communicating her choices to those responsible for marketing fashion and cosmetic items. In addition, some older women may be encouraged to view brighter colors as a nonverbal substitution for the physical activity and movement which is no longer available to her.

Cosmetics offers women the opportunity to cover and protect what they consider the most unattractive part of their appearance-their skin

(Melamed, 1983). If, as Sharpe (1981) suggests, the older people are color-starved, the addition of color to wardrobe and the face can raise their self image and provide a more positive appearance cue to others . Smets' (1969) finding that warmer colors take a shorter visual time to perceive than cooler colors do, may offer further evidence that a brighter and wider variety of color choices in clothing and makeup for the elderly might raise their ratings and self perceptions of attractiveness. At the present time older females have limited choices as to how society views their dress and cosmetic use. With the longer life

expectancy of women in our society , any means we have to enhance their latter years should be taken . To dismiss the older woman as unattractive , not only limits her life satisfaction but ultimately, limits our own.

APPEARANCE QUESTIONNAIRE

ALL RESPONSES FROM THIS QUESTIONNAIRE WILL BE ANONYMOUS AND WILL BE USED FOR RESEARCH PURPOSES ONLY.

1. DO YOU HAVE A VISION PROBLEM? YES_____ NO _____
   IF YES, CHECK ANY THAT APPLY:
   GLASSES_____
   CONTACT LENSES_____
   MAGNIFYING GLASS _____
   OTHER (DESCRIBE) _____

COSMETICS REFER TO ANYTHING ADDED TO THE FACE TO MAKE IT MORE ATTRACTIVE.

2. DO YOU PRESENTLY USE COSMETICS? YES _____ NO _____

3. WHAT AGE DO YOU RECALL BEGINNING TO USE COSMETICS?
   16-18____ 19-23____ 24-28____ 29-33____ 34-38____ 39-43____

   44-48____ 49-53____ 54-58____ 59-63____ 64-69____ 70-74____

   75-79____ 80-84____ OVER 85____

4. WHO TAUGHT YOU TO USE COSMETICS? MOTHER _____ SISTER _____

   FRIEND _____ GRANDMOTHER_____ TAUGHT SELF _____

   OTHER PERSON (SPECIFY) _____

5. DID YOUR FAMILY HAVE STRONG FEELINGS ABOUT YOUR USE OF COSMETICS?
   YES _____ NO _____
   EXPLAIN_____

6. WHICH GROUP/GROUPS INFLUENCED YOUR USE OF COSMETICS?
   (YOU MAY CHOOSE MORE THAN ONE GROUP)

   CHURCH_____
   FRIENDS_____
   PARENT_____
   TEACHER_____

   OTHER _____

7. IN YOUR OPINION, HOW IMPORTANT ARE COSMETICS TO A WOMAN?

   (CHOOSE ONE)

VERY IMPORTANT	IMPORTANT	UNDECIDED	UNIMPORTANT	VERY UNIMPORTANT
_____	_____	_____	_____	_____

8. CHECK ANY COSMETICS YOU USE.
   FOUNDATION _____ ROUGE/BLUSHER _____ EYE MAKEUP _____ POWDER ____
   LIPSTICK _____ OTHER _____

9. HOW OFTEN DO YOU WEAR COSMETICS? (CHOOSE ONE ANSWER)

ALWAYS	OCCASIONALLY	SPECIAL OCCASIONS	EVENINGS ONLY	SELDOM	NEVER
_____	_____	_____	_____	_____	_____

10. IN YOUR OPINION WHAT FEATURE MAKES A WOMAN ATTRACTIVE?
BODY APPEARANCE _____ COSMETICS _____ CLOTHING _____
CLOTHING COLOR _____ OTHER _____

11. IF YOU COULD CHANGE ANY PHYSICAL FEATURE YOU HAVE, WHAT WOULD YOU CHANGE?_____
_____
_____

12. WHAT DO YOU THINK YOUR BEST PHYSICAL FEATURE WAS WHEN YOU WERE YOUNGER? FACE____ HAIR____ FIGURE____ OTHER _____

13. WHAT DO YOU FEEL IS YOUR BEST PHYSICAL FEATURE AT YOUR PRESENT AGE? HAIR _____ FIGURE _____ FACE _____ OTHER _____

14. WHAT STATEMENT BEST DESCRIBES YOUR FEELINGS ABOUT YOUR PRESENT APPEARANCE? (CHOOSE ONE)

VERY SATISFIED	SATISFIED	NOT CONCERNED	DISSATISFIED	VERY DISSATISFIED
_____	_____	_____	_____	_____

15. IN YOUR OPINION, HOW IMPORTANT ARE COSMETICS TO AN OLDER WOMAN? (CHOOSE ONE)

VERY IMPORTANT	IMPORTANT	UNDECIDED	UNIMPORTANT	VERY UNIMPORTANT
_____	_____	_____	_____	_____

16. WHAT DO YOU FEEL IS THE MOST ATTRACTIVE FEATURE IN AN OLDER WOMAN? HAIR & FACE_____ FIGURE _____ COSMETICS _____
CLOTHING _____ OTHER _____

17. SELECT ONE STATEMENT THAT BEST DESCRIBES YOUR FEELINGS ABOUT CLOTHING DESIGNS FOR OLDER WOMEN. CLOTHING DESIGN IS:

VERY APPROPRIATE	APPROPRIATE	NO OPINION	INAPPROPRIATE	VERY INAPPROPRIATE
_____	_____	_____	_____	_____

18. HAVE YOU EVER RECEIVED CLOTHING AS A GIFT? YES____ NO____

IF YES, WHAT COLORS DO YOU NORMALLY RECEIVE? (CIRCLE LIGHT OR DARK WHERE APPROPRIATE)
BLACK _____ BLUE _____ (LIGHT) (DARK) BROWN _____
GREEN _____ (LIGHT) (DARK) OTHER _____

19. DO YOU GENERALLY LIKE THE COLOR OF CLOTHING YOU RECEIVE AS GIFTS? YES _____ NO _____

20. WHAT ARE THREE COLORS YOU WOULD LIKE TO RECEIVE AS CLOTHING GIFTS? 1._____ 2._____ 3._____

21. WHAT CLOTHING COLORS DO YOU LIKE TO WEAR?

_____

_____

22. WHICH ONE OF THESE COLORS WOULD YOU PREFER TO RECEIVE?
RED _____ WHITE _____ PINK _____ BLUE _____ OTHER_____

23. WHICH OF THE FOLLOWING COLORS DO YOU PREFER TO WEAR?
GREY _____ BLACK _____ RED _____ BLUE _____ OTHER _____

24. HOW DO YOU FEEL ABOUT THESE COLORS?

COLOR #1 LIKE_____ NEUTRAL_____ DO NOT LIKE_____
COLOR #2 LIKE_____ NEUTRAL_____ DO NOT LIKE_____
COLOR #3 LIKE_____ NEUTRAL_____ DO NOT LIKE_____
COLOR #4 LIKE_____ NEUTRAL_____ DO NOT LIKE_____
COLOR #5 LIKE_____ NEUTRAL_____ DO NOT LIKE_____

CHOOSE YOUR FIRST, SECOND, AND THIRD FAVORITE COLORS FROM THE ONES YOU PICKED ABOVE.

FIRST FAVORITE_____
SECOND FAVORITE_____
THIRD FAVORITE_____

25. IF YOU COULD HAVE ANY COLOR DRESS FOR A SPECIAL OCCASION, WHAT COLOR WOULD YOU CHOOSE.? _____

26. PLEASE STATE YOUR AGE _____.

27. WHICH STATEMENT BEST REFLECTS HOW YOU FEEL ABOUT YOUR APPEARANCE? (CHOOSE ONE)

VERY ATTRACTIVE	ATTRACTIVE	AVERAGE	UNATTRACTIVE	VERY UNATTRACTIVE
_____	_____	____	_____	_____

28. WHAT AGE DO YOU FEEL "INSIDE"? _____

29. IS THIS AGE YOUNGER THAN YOU ACTUALLY ARE? YES_____ NO___

30. WHAT SPECIFIC CLOTHING FEATURE DO YOU FIND MOST UNATTRACTIVE FOR WOMEN YOUR AGE? _____

31. WHAT SPECIFIC COSMETIC FEATURE DO YOU FIND MOST UNATTRACTIVE FOR WOMEN YOUR AGE? _____

32. DO YOU CONSIDER YOURSELF: ATTRACTIVE_____ OR UNATTRACTIVE_____

THANK YOU FOR YOUR ASSISTANCE

REFERENCES

AARP News Bulletin. (1987) In search of new markets, Madison Avenue discovers customers don't change with age., 28(11), 8-9

Abramov, I., (1985) An Analysis of Personal Color Analysis. In The Psychology of Fashion, Michael Solomon (Ed.) Lexington, MA: Lexington Books, 211-223.

Adams, G.R., (1985) Attractiveness Through the Ages: Implications of Facial Attractiveness over the Life Cycle. In J.A. Graham and A.M. Klingman (ed), The Psychology of Cosmetic Treatments. New York: Praeger.

Berscheid, E., Walster, E. and Bohrnstedt, G., (1973) Body Image. Psychology Today, 21

Berscheid, E., Walster, E. and Bohrnstedt, G., (1973) The Happy American Body: A Survey Report. Psychology Today, Nov. 119-130.

Borkan, G.A., and A.H. Norris, (1980) Assessment of Biological Age using a Profile of Physical Parameters. Journal of Gerontology, 35, 177-84.

Boynton. R. (1979) Human Color Vision. N.Y.: Holt, Rinehart and Winston.

Breytspraak, L. & George, K., (1979) Measurement of Self-Concept and Self-Esteem in older People:State of the Art. Experimental Aging Research, 1979, 5(2), 137-148.

Butler, R., and M. Lewis, (1973) Aging and Mental Health. St. Louis: C.V. Mosby Co.

Carmichaels, C., (1988) Human Communication and the Aging Process. Prospect Heights, Il:Waveland Press, Inc.

Carol, P., (1975) Clothing Preferences and Problems of a Selected Group of Women Sixty-Five Years of Age and Over. Florida State University, Tallahassee, Flordia.

Cash, T.T., Rissi, J., & Chapman,R., (1985) Not just Another Pretty Face: Sex Roles, Locus of Control and Cosmetic Use., Personality and Social Psychology Bulliten, 11, 246-256

Caygill, S., (1985) Color, the Essence of You. Berkley, CA: Celestial Arts.

Chapanis, A., (1950) A Relationship Between Age, Visual Acuity, and Color Vision. Human Biology, Vol 22, 1-33.

Cheskin, L., (1954) Color Guide for Marketing Media. New York: MacMillan Co.

Chongourian, A., (1968) Color Preferences and Cultural

Variation. Perceptual and Motor Skills, 26, 1203-6.

Chongourian, A., (1969) Color Preferences:A Cross-Cultural and Cross-Sectional Study. Perceptual and Motor Skills, 28, 801-2.

Compton, N., (1962) Personality Attributes in Color and Design Preferences in Clothing Fabrics. Journal of Psychology, Vol 54, 191-5.

Cross, J.F., and J. Cross, Age, Sex, Race, and the Perception of Facial Beauty. Developmental Psychology, 5, 443.

Deutsch, F.M., M.E. Clark, and C.M. Zalenski, (1983) Is There a Double Standard of Aging. Paper presented at Eastern Psychological Association Meeting, Philadelphia.

Dubler, M.L., and L. Gurel, (1985) Dressed for Depression. Home Economics Research Journal, Vol 23, No. 1.

Eiseman, L. (1983) Alive with Color. Wash., D.C.: Acropolis Books

Eysenck, H.J., (1941) A Critical and Experimental Study of Colour Preferences. American Journal of Psychology. Vol 54. 385-94.

Fisher, D.H., (1977) Growing Old in America, Oxford University Press, NY.

Giesen, C.B, (1980) Perceptions of Aging: Women's View's of their Change over Time, MI:Dissertation, University Microfilms International.

Gilbert, J.G., (1957) Age Changes in Color Matching. Journal of Gerontology. Vol. 12, 210-15.

Going, M., and Read, J.D., (1974) Effects of Uniqueness, Sex of Subject, and Sex of Photograph on Facial Recognition. Perceptual Motor Skills, 39, 109.

Graham, J.A., and A.J. Jouhar, (1980) Cosmetics Considered in the Context of Physical Attractiveness: A review. International Journal of Cosmetic Science, 2, 77-101.

Graham, J.A., and A.J. Jouhar, (1981) The Effects of Cosmetics on Personal Perception. International Journal of Cosmetic Science, 3, 199-210.

Graham, J.A., and A.M. Klingman, (1984) Cosmetic Therapy for the Elderly, Journal of Social Cosmetic Chemistry, 35, 133-45.

Guilford, J.P. & Smith, P. C., (1959) A System of Color Preferences, American Journal of Psychology, 72, 487-502

Hamid, P.N., (1972) Some Effects of Dress Cues on Observational

Accuracy, a Perceptual Estimate, and Impression Formation. Journal of Social Psychology, 86, 279.

Hatfield, E., and S. Sprecher, (1986) Mirror, Mirror...The Importance of Looks In Everyday Life. Albany: State University of New York Press.

Hilliker, J., and J. Rogers, (1988) Color Analysis in the Market Place. Clothing and Textiles Research Journal, Vol. 6(3) Spring. 26-31.

Iliffe, A.H., (1960) A Study of Preferences in Femimine Beauty. British Journal of Psychology, 51, 267.

Jackson, C., (1981) Color Me Beautiful. N.Y.: Ballantine Books.

Jacobs, R.H., (1979) Life after Youth, Boston, Beacon Press.

James, W.T. and W.R. Domingos, (1953) The Effects of Color Shock on Motor Performance and Tremor. Journal of General Psychology, Vol 48. 187-93.

Johnson, D.F., (1985) Appearance and the Elderly. In Graham, J.A., and A.M. Klingman (eds) The Psychology of Cosmetic Treatments. New York: Praeger.

Johnson, E., and B. Bursk, (1977) Relationships Between Elderly and Their Adult Children. The Gerontologist, 17 (1) 90-96.

Kaiser, S.B. & Chandler, J.L., (1984-85) Fashion Alienation:Older Adults and Mass Media, International Journal of Aging and Human Development, 19, 203-219

Kastenbaum, R., (1974) On the Significance of the Skin in Human Aging and Survival:A Few Psychological Oooooooobservations. Columbia Point (Dorchester) Campus of Massachusetts.

Kleemeier, R.W., (1959) Behavior and the Organization of the Bodily and External Environment, Handbook of Aging and the Individual, J.E. Birren(ed), Chicago University of Chicago Press.

Mahannah, L., (1975) The Second Skin. New York: New York Press. 182-85.

Mahowald, M.B., (1978) Philosophy of Women: Classical to Current Concepts, Indianapolis, Hackett Publishing Co.

Mathes, E.W. and A. Kahn, (1975) Physical Attractiveness, Happiness, Neuroticism, and Self-Esteem. Journal of Psychology, 90, 27.

McKeachie, W., (1952) Lipstick as a Determiner of 185 Impressions of Personality: An Experiment for the General Psychology Course. Journal of Social Psychology, 36, 241.

McKeevie, S.J., (1976) The Role of Eyes and Mouth in the Memory of a Face. American Journal of Psychology, 89, 311.

Melamed, E., (1983) Mirror Mirror:The Terror of Not Being Young, N.Y., Linden Press/Simons & Schuster.

Molloy, J., (1977) The Woman's Dress for Success Book, New York: Warner Brooks Edition. 150-166.

Palmore, E., (1971) Attitudes Toward Aging as Shown by Humor. The Gerontologist, XI, 3, 181-86.

Pensiero, M., and M. Adams, (1987) Dress and Self Esteem. Journal of Gerentological Nursing. Oct., Vol. 13(10) 11-17.

Rosow, I., (1967) Social Integration of the Aged. New York: Free Press.

Richards, M.L., (1981) The Clothing Preferences and Problems of Elderly Female Consumers, Gerontologist, 21, 263-266.

Rosenberg, M., (1979) Conceiving the Self. New York: Basic Books.

Schaie, . and K. Warner (1961) Scaling Associations Between Colors and Mood Tones. American Journal of Psychology. Vol 74, 266-273.

Schare, K.W., and R. Heiss (1963) Color and Personality, N.Y., Greene and Stratton.

Sears. P., (1978) Clothing Needs of the Aged. Survey. California State University at Long Beach.

Secord, P.F. and J.E. Muthard, (1955) Personalities in Faces. II Individual Differences in the Perception of Women's Faces. Journal of Abnormal Social Psychology. 50, 238.

Sharp, D.T., (1981) The Psychology of Color and Design, Totowa:N.J., Littlefield Adams & Co.

Sigall, H., and E. Aronson, (1969) Liking for an Evaluator as a Function of her Physical Attractiveness and the Nature of the Evaluations. Journal of Experimental Social Psychology, 5, 93.

Smathers, D. and P. Horridge, (1978-79) The Effects of Physical Changes on Clothing Preferences of Elderly Women. International Journal of Aging and Human Development, Vol. 9(3), 273-79.

Smets, G., (1969) Time Expression of Red and Blue, Perceptual and Motor Skills 29, 511-14.

Sontag, S., (1972) The Double Standard of Aging. Saturday

Review, Sept. 23, 29-38

Swenson, M. & G. Pinckney, (1983) New Image for Men. Costa Mesa, CA: Fashion Academy

Taylor, F.A., (1962) Colour Technology. New York: Oxford University Press.

Tips and Topics (November 1972) Texas Tech., Vol 8, (1).

Walster, E.L., (1965) The Effects of Self Esteem on Romanti Liking. Journal of Experimental Social Psychology, I, 184.

Walton, W.E., and R.B. Guilford, and J.P. Guilford. (1933) Preferences of 1279 University Students. American Journal Psychology. Vol. 45, 322-28.

Wexner, L., (1954), The Degree to Which Colors (Hues) are Associated with Mood-Tones. Journal of Applied Psychology, 432-35.

Williams, M.C. and J. B. Eicher (1966) Teen-Agers Appearance Social Acceptance. Journal of Home Economics 58, 457-61.

Wolfe, D.B., (1987) Ageless Market, American Demographics, 27-56.